WHAT IS CLAIMED IS:

1. A liquid-cooled casting die for a continuous casting installation, comprising: a form-giving casting die body made of a material of high heat conductivity, the casting die body having a cooling-surface side in thermally and mechanically stressed areas thereof, wherein the casting die body has a cooling zone on said cooling-surface side, said cooling zone having a greater rate of heat flow relative to the surface.

2. The casting die body as recited in claim 1, wherein the form-giving casting die body is made of copper or a copper alloy.

3. The casting die as recited in claim 1, which includes a die cavity which is composed of two broad-side walls situated opposite each other and narrow-side walls limiting the width of the billet.

4. The casting die as recited in claim 3, wherein the cross-section of the die cavity at the pouring-in-side end is greater than at the billet-exit-side end.

5. The casting die as recited in claim 3, wherein the die cavity, at the pouring-in-side end, has at least one hollow space, which can become smaller in the pouring direction (GR).

6. The casting die as recited in claim 1, wherein the cooling zone having a greater surface-related heat flow is arranged in the bath surface area, the cooling zone extending to at least 20% of the length of the meniscus of the broad-side wall.

7. The casting die as recited in claim 6, wherein the cooling zone having a greater surface-related heat flow is

arranged in the bath surface area, the cooling zone extending to 30-60% of the length of the meniscus of the broad-side wall.

8. The casting die as recited in claim 1, wherein the surface-related heat flow in the more stressed area of the bath surface is 5-40% greater than in the other areas of the bath surface.

9. The casting die as recited in claim 8, wherein the surface-related heat flow in the more stressed area of the bath surface is 10-20% greater than in the other areas of the bath surface.

10. The casting die as recited in claim 1, wherein the wall thickness between the pouring and cooling surface is reduced in the thermally and mechanically stressed areas of the broad-side walls.

11. The casting die as recited in claim 10, wherein the wall between the pouring and the cooling surface in the bath surface area has a thickness that is reduced by 1 to 6 mm.

12. The casting die as recited in claim 1, wherein the casting die body has, running parallel to the pouring direction, a groove-shaped coolant channel or cooling bore holes, which in the thermally and mechanically stressed areas are configured narrower.

13. The casting die as recited in claim 12, wherein the spacing of the coolant channels or cooling bore holes in the thermally and mechanically stressed areas is at least 20% less than in the horizontal adjoining areas of the bath surface.

14. The casting die as recited in claim 12, wherein the coolant channels or the cooling bore holes are arranged in a transitional area so as to become gradually narrower.

15. The casting die as recited in claim 12, wherein between the coolant channels, additional cooling bore holes are arranged.